



HIGH POINT ARTS COUNCIL

ANNUAL REPORT

A year in review for the High Point Arts Council

20
24



In loving memory of Dave Masland McCoy

Thank you Dave for 30 years of service to the High Point Arts Council. Thank you for always supporting the arts, believing in the power of the arts to transform lives, and being an incredible advocate for arts education. You are the definition of servant leadership and you gave your fully to serving High Point. We love you and miss you dearly.



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A note from the President

It has been an incredible year! We introduced multiple new programs, gained new participants, expanding our grant offerings, launched a new website, rebranded, built a strong strategic plan for the next 5 years, secured new revenue streams, and built-up a strong staff and board. Thanks to **your** support, we fully embrace with excitement the year ahead.

–Alexandra Arpajian,
President/Executive Director

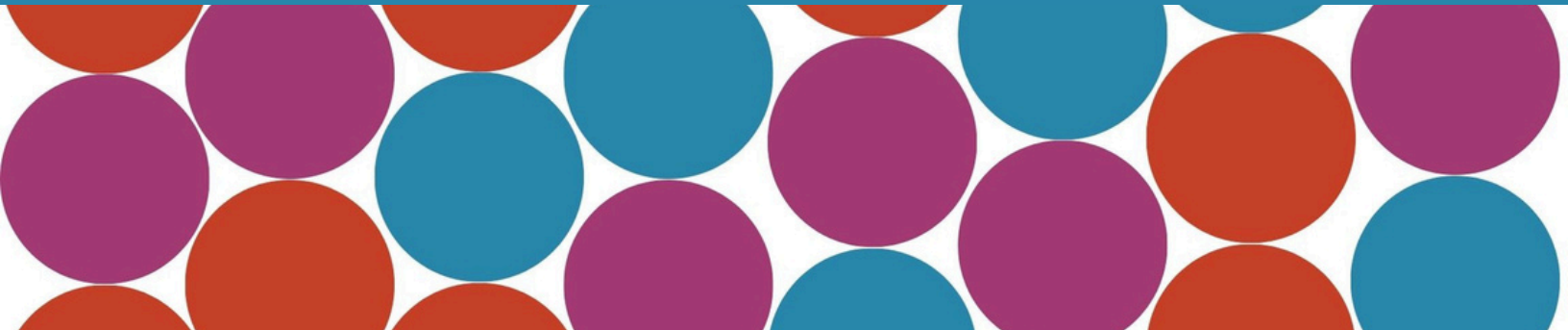


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**We UNITE our diverse
community through inclusive
arts programs.**





We served
141,594
individuals
this year

Out of this number,
31,809 came from
programming planned
and implemented by
HPAC.



And **64,809** of
individuals served came
from Basic Operating
Grants and **44,976** from
Grassroots Grants





We hosted **50** event rentals

We participated in **32** different community engagement efforts including tabling at community events, speaking at colleges or civic groups and appearing on air to promote the arts.



We implemented **115** programs from arts education programs, entertainment events and rehearsals





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**We EXCITE the greater High
Point community with unique
arts experiences.**



We implemented five new programs this year including the Artful Business Cohort, Christmas at Motown, Page to Stage Sensory Friendly Children's Theater, Positive Intelligence Cohort, and the Titan Civic Band.



Highlights include four different artists selling work during art exhibits, being the first to bring a sensory friendly theater experience to High Point, gaining 60 participants in the band in our first year, and having all shows sell out for Christmas at Motown





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We **IGNITE** the arts through
grants, advocacy, and
professional development
opportunities.



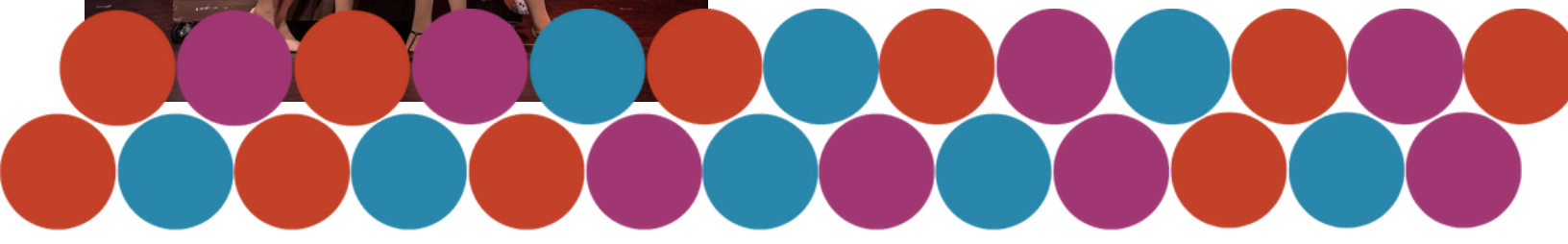


We awarded **\$209,605** in grants. Of this, **\$166,605** came from Grassroots funding and **\$43,000** from basic operating grants.

For the first time in our history, we expanded our grant program for both grassroots and basic operating grants to **award funding to 25 different organizations.**



Additionally, we awarded \$144,000 worth of in-kind space to the High Point Ballet and High Point Community Theatre



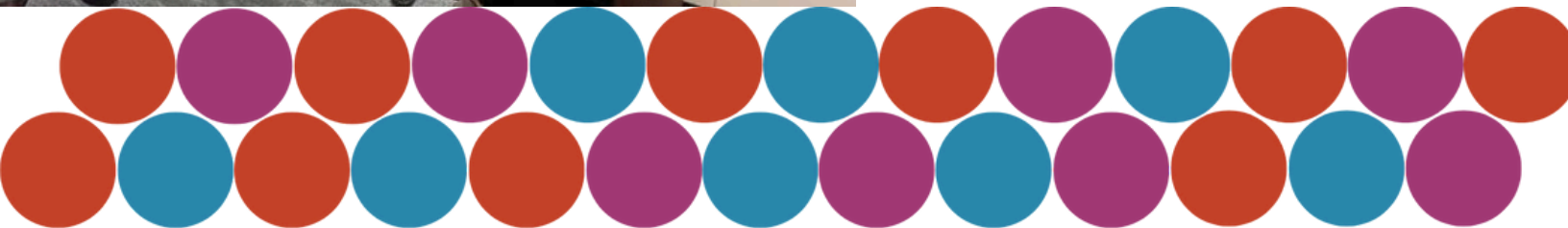


We hired **324**
artists

We supported **362**
artists through our
granting programs



We served as a County
Captain to organize
meetings with our
representatives during
Arts Day to **advocate for**
funding in the arts.





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**Other noteworthy
accomplishments
from the year**



We rebranded!



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AT CENTENNIAL STATION ARTS CENTER



UNITE • EXCITE • IGNITE

Other Marketing Milestones:

- Thanks to Pam Baldwin, we launched a new website.
- Thanks to the marketing committee, we developed a brand guide.

We developed a strong strategic plan for 2024-2028



MISSION

Enriching lives through the arts.



VISION

Our vision is to create a community where art unites people from all walks of life.

We are a named partner for the City of High Point's 2045 Comprehensive Plan.



Financial Health & Sustainability

\$20,691 in ticket sales (after fees)

\$25,000 in sponsorships

\$70,746 in event rentals

\$85,461 in donations

\$141,167 in earned revenue

\$385,500 in grant awards

We were awarded **\$50,000** from the David R. Hayworth Foundation to expand the Page to Stage program

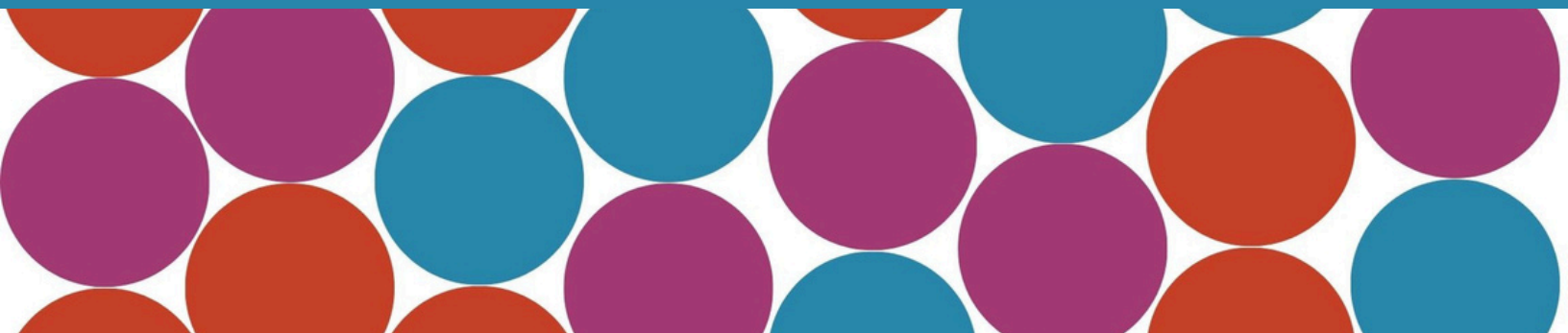
We were awarded **\$100,000** from the Hayden Harmen foundation to increase sustainability for HPAC.

We were awarded **\$250,000** from the City of High Point's ARPA funds to expand professional development opportunities to artists and increase sustainability for the arts in High Point.



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HPAC gives a very heartfelt
thank you to the services of
these special people this year.



Thank you to our outgoing board members for your service!



Carlos Olvera,
Past Board Chair



Dan Manross



Dr. Scott MacLeod



Erin Rodgers,
Secretary



Martha Yarborough



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Thank you to our incredible volunteers who gave over 3,360 hours of service!

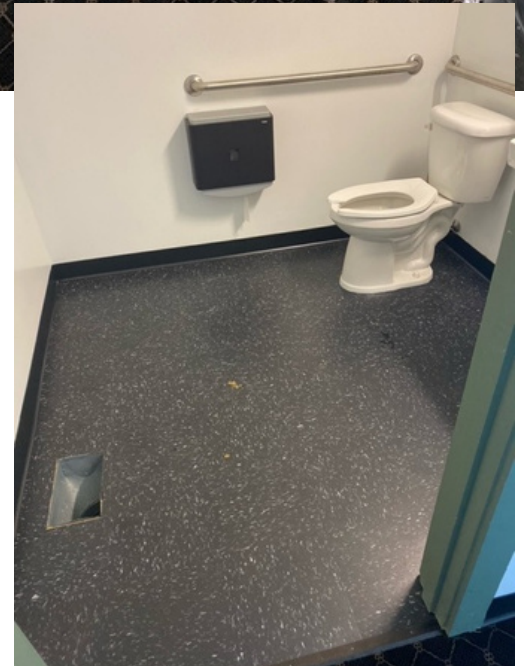
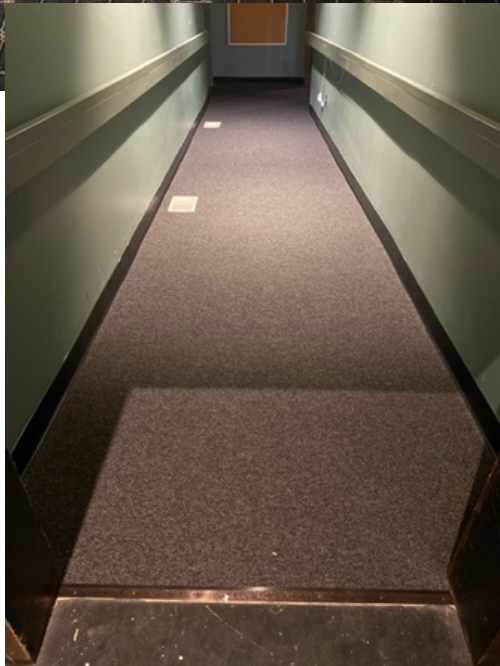


Special thanks to Cynthia Schoonover for helping to organize donations to upgrade our backstage dressing rooms and provide interior improvements.



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Thank you to the High Point Jaycees for making a legacy gift to upgrade our dressing rooms!



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**Thank you to the State of North Carolina
and Representative Faircloth for awarding
us a grant to renovate the outside of our
Pullman train car!**



Before (2015)



After (2024)



We would like to give a big note of gratitude to Jim Morgan for his advocacy work to secure our state grants and to Carlos Olvera for taking on the management of this special project.



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Special thanks to following individuals:

Thank you to the City of High Point and High Point Parks and Recreation for being continued partners of excellence for us and always supporting the arts.

Thank you to Dr. Madelynn Stackhouse for going above and beyond as a consultant for our new strategic plan. Thank you to Visit High Point for support this effort.

Thank you to Pam Baldwin for developing, implementing, and managing our new website!

Thank you to Martha Yarborough for dedicating so much time, energy, and resources to caring for our new landscaping. Thank you to all of those that contributed during the Gamble Garden Fundraiser toward this effort.

Thank you to our incredible marketing committee – Hannah Ray (chair), Abigail Lind, Pam Baldwin, and Julie Luecht for all their incredible efforts to launch our new rebrand.

Thank you to our Fund Drive Committee – Dave McCoy (chair), David Thompson, Steve Ilderton, Becky Wray, Jim Morgan, Tony Bertschi, and Jordan Lessard for your service to supporting the arts.

Thank you to Jim Morgan for always generously feeding our group and matching donations.

Thank you to Carlos Olvera for your incredible leadership, kind heart, wise words, and ability to always help at the drop of a hat.

Thank you to Raven Jefferson for being our fearless board chair and sharing your strategic vision.

Thank you to our full board and staff for sharing your time, dedication, talents, passion, and insights to help HPAC to grow and thrive.



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Thank you to our donors, grantors, and sponsors this year!



North Carolina Arts Council



The David Hayworth Foundation



Bank of America



Pinnacle FINANCIAL PARTNERS



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ANN & JIM MORGAN

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TRUST IN THE DRIVE - SINCE 1926 -



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